

KEEP



PHOENIX

— BEAUTIFUL

[www.keepphxbeautiful.org](http://www.keepphxbeautiful.org)

# 2011 Funding Sources

+ 25%



City of Phoenix

+ 75%



# Curbside Value Partnership



## In-Kind Sources of Support

+ Republic Services – 48 roll-off containers = \$16,800.00



+ Waste Management – 12 roll-off containers = \$4,200.00



+ Cardboard Trash boxes – 17 community groups

+ Recycling Containers – 8 events

+ Cartridge Recycling – 25 collection sites

+ Trash bags/gloves/tools – 28 events



# What we do (partial list!)

- + Education in Phoenix Schools
- + Earth Day Phoenix
- + Volunteer opportunities
- + Corporate Volunteer Programs
- + Waste Management Phoenix Open
- + Fiesta Bowl & Electric Light Parades
- + Clothing Recycling at the PF Chang's Rock 'n' Roll Marathon

# Web Presence

PHOENIX BEAUTIFUL

Home | Keep Phoenix Beautiful | Earth Day Phoenix 2011 | Help Keep Phoenix Beautiful | City of Phoenix Recycling Info | Earth Day | Contact

Keep Phoenix Beautiful Award Winners

Join Us On **April 21-22 '11**

Find a recycling center

Recycling Information

**Help Keep Phoenix Beautiful on Earth Day 2**

Come celebrate the 41st anniversary of Earth Day! Join Keep Phoenix Beautiful on Thursday, April 21st 2011 from 11am-5pm. Choose from directly across from City Hall. You'll learn about sustainability, take home useful giveaways and share your enthusiasm with environmentally minded attendees! On Friday, April 22nd we'll be at Camelback Plaza, our home for Earth Day Phoenix and flowers donated by our sponsors as well as sprucing it forward to sending you there!

2011 Earth Day Phoenix Exhibitor List

Where is Camelback Plaza? [Click here for a map.](#)

[Click here](#) to watch a spot with our partner, Batteries Plus

REPUBLIC SERVICES

SRP EarthWise

Batteries Plus

KEEP PHOENIX BEAUTIFUL

home | about us | recycling info | service programs | special programs | calendar | gallery | great american cleanup 2011 | news | contact

**Our Programs**

- Education/Information
- Earth Day Phoenix
- Recycle Clean Phoenix

**FACT #31:** People who feel the highest personal obligation to not litter are also people who feel a strong sense of identity with their communities.

**Over 20 Years of Preservation**

Keep Phoenix Beautiful is an affiliate of Keep America Beautiful and a non-profit 501 (c) 3 organization (formerly known as Phoenix Clean and Beautiful). We have been working in Phoenix since 1982 to promote the preservation and protection of our environment. With the help of thousands of volunteers annually and financial support from the City of Phoenix Public Works Department and many corporate partners, Keep Phoenix Beautiful dedicates its efforts to recycling initiatives and education, litter reduction, beautification, and community improvement activities.

- Information**
- Yellow Pages Opt-out
  - Litter in America
  - Keep Phoenix Beautiful Award Winners
  - "Like" us on Facebook!
  - Earth Day Phoenix 2011

Sponsored by

FRESHPORT-McMULLAN COPPER & GOLD

MCHBERT

DON'T CONTAMINATE MY STREAM  
**RECYCLECLEANPHOENIX.ORG**

About | FAQ | What's Contaminated? | MyStream | Contact

**What is Contaminated?**

Designated stream areas for recycling that end up in the recycling stream instead of the C stream. Contaminated by a lot of just water. And plastic bags. And dirty diapers. And kitchen grease. And the personal it's all contaminating the stream. The best way to keep it clean is to prevent it. Recycle in order to not pollute & keep the oil in the tank and recycle it recycling back in Phoenix.

**NOPE**

CLICK HERE TO WATCH OUR VIDEO

WHAT MINUTES STREAM?

Logged in as [Dustin Brumfield](#)

Plus comments to my Facebook Profile

Terrence Galloway

# Social Media



The screenshot shows the homepage of the Keep Phx Beautiful website. At the top, there is a navigation bar with 'Home', 'Profile', 'Messages', and 'Who To Follow'. The main content area features a large banner for 'IOEN' (International Organic Earth Day) with the text 'Keep Phx Beautiful' and 'KPB AZ Phoenix, AZ'. Below the banner, there are several news items and updates, including one about 'APESMarketing' and another about 'Earth Day Phx highlighted on Channel 9'. The right sidebar contains an 'About KPB AZ' section with statistics and a list of 'Following' and 'Followers'.

The screenshot shows the Facebook page for 'Keep Phoenix Beautiful'. The page header includes the Facebook logo, search bar, and navigation links like 'Home', 'Profile', 'Add Friends', and 'Account'. The main content area features a large green and white graphic with the text 'Reduce Reuse Recycle' and 'PHOENIX BEAUTIFUL'. Below the graphic, there is a post from 'Keep Phoenix Beautiful' with a photo of a group of people and the text 'We're happy to attend the KAN Environmental Stewardship Awards'. The right sidebar contains a 'Wall' section with a post from 'Keep Phoenix Beautiful' and a 'Quick Tip' section.

The screenshot shows the YouTube channel for 'KeepPhxBautiful'. The channel header includes the YouTube logo, search bar, and navigation links like 'Post Bulletin', 'Settings', 'Themes and Colors', 'Modules', and 'Videos and Playlists'. The main content area features a video player with a video titled 'Tom Waldeck Executive Director Keep Phoenix Beautiful'. The video player shows a man in a white shirt and blue cap speaking. Below the video player, there is a section for 'PHX11 Programming - Earth Day 2011' with a 'Like' button and a comment icon. The right sidebar contains a list of 'Uploads (4)' and 'Favorites (4)' with video thumbnails and titles.



earth day  
PHOENIX



[www.EarthDayPhoenix.org](http://www.EarthDayPhoenix.org)

# Earth Day Phoenix 2011



# Education Outreach Program

- + Program underwent renovations two years ago, with the addition of an AmeriCorps Public Ally
- + FY 2010, this program taught 1100 students, from 23 schools through 43 presentations,
- + FY 2011, the impact increased to over 2500 students, from 27 locations/schools through 51 presentations



KEEP PHOENIX BEAUTIFUL  
www.keepphxbeautiful.org

Is an organization that is devoted to cleaning up Phoenix and to show its residents how to care for their environment

Evelyn also informed us of incomplete cycles.

What's Missing? Tree

Landfill

Use Paper

Make Paper

We had a guest speaker Evelyn Brumfield come in and shared with us what a land fill is and how they are managed

A small inset photo shows a woman presenting to a group of children seated at tables.

# Recyclesaurus!



# Volunteer Activities & Projects

## + People

- + 1305 volunteers
- + 4,675 total volunteer hours captured
- + \$94,668.75 monetary value to the community
- + 44 partnerships

## + Places

- + 36 project sites

## + Things

- + 31 events/projects
- + 5 tons of clothing recycled
- + 1.8 tons recyclables diverted from landfill
- + 84 trees & 50 plants – planted
- + 5 painting spruce-ups
- + 192 trash bags collected



# Great American Cleanup Kickoff CityScape Event



# Great American Cleanup Kick-off Dinner



# Corporate Challenge



Comments? Questions?



Thank you!